

**University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, October 4, 2013
Alumni Room, Old Main**

Board Members Present: Grant Winslow, president, Patrick Braatz, Dave Bruha, Sam Dinga, Tom Girolamo, Peter Graening, Melissa Hardin, Betty Jenkins, John Jokela, Jeffery Kurowski, Jessica Lahner, Carol Lagerquist, Tamara Moore, Patty Noel, Mary Ann Nigbor, Ed Richmond, Martina Spears, Brian Valleskey, Mary Wescott, Steve Zywicki

Conference call participants: Erich Bacher, Bruce Bay, Lee Hecimovich

Not present: Jenny Baeseman, Jamie Beckland, Mickey Fitch, Jon Greendeer, Tom Klismith, Shannon Loecher, Joanne Loeffler, David Marie, Alexa Priddy, Ray Oswald, Patricia Weiland

Retirements: Mary Ann Nigbor, Carol Lagerquist

New Board member: Martina Spears

Board participation: 68%

Staff: Laura Gehrman Rottier, Terri Taylor, Abby Bergeron

Guests: (in order of appearance) Kym Buchanan, UW-Stevens Point Executive Editor of the Strategic Plan, Christine Thomas, Dean, College of Natural Resources, Caitlin Lindsey, Student Alumni Officer, Ryan Specht and David Boardman, Student Government Association.

Welcome and Introductions (Winslow)

The meeting was called to order at 3:32 p.m.

Retirement gifts for Mary Ann Nigbor and Carol Lagerquist. President Grant Winslow thanked them both for their outstanding service.

Winslow welcomed the Alumni Board and thanked them for attending. Introduced and welcomed new board member Martina Spears.

Emeritus status for Mary Ann Nigbor and Carol Lagerquist approved (Girolamo, XX)

Minutes from the April 27, 2013, Alumni Board of Directors minutes were approved as published (Hardin, Zywicki).

Strategic Plan (Buchanan)

Buchanan presented the strategic plan graphics listing the mission, values, and vision for UWSP. It shows four core areas of work and challenges how we prioritize the work that we do. We are asked: What is mission critical? Our plan lays out a process and part of that process is the playbook of initiatives. Each one of the Vice Chancellors has been given assignments and deadlines of when their playbook initiatives are due. Every year UWSP will revisit new initiatives and set goals to accomplish. An example of an initiative would be the Capital Campaign which is being led by Chris Richards, Vice Chancellor for University Advancement. We are creating a new culture and re-thinking how the university operates. We are working on creating a distinct image for UW-Stevens Point.

UW-Stevens Point College of Natural Resources update (Thomas)

Dean Thomas shared that campus is investing in things that are in line with the strategic plan. Two years ago the College of Natural Resources asked created a program and asked for a position in Fire Science before anyone else had a program like this in the United States.

The college hired a nationally known professor, faculty senate passed curriculum and students started transferring into this program. Almost all of the faculty within the CNR have a role in helping with the thriving communities initiative. CNR held two strategic planning workshops at CWES wherein all faculty and staff came with their big ideas for the college. The direction was that their ideas had to fit within the strategic plan and they had to prove how students would benefit from their ideas. Faculty and staff have worked from the ground up with plans to make the college grow within all departments. The UWSP strategic plan works from the top down and meets the CNR initiatives and projects in the middle to advance the growth of this college for students. Dean Thomas handed out the newly prepared annual report for the College of Natural Resources.

Director's Report (Gehrman Rottier)

Gehrman Rottier show the video of Trailblazer award winner, Nelson Carvajal. She discussed the new traditions growing on campus involving the Cupola and the pinning ceremony being used at alumni events. She encouraged all Alumni Board members to continue to help us gather, tell and honor alumni stories as part of building and honoring our legacy.

COMMITTEE REPORTS:

Awards and Recognition Meeting: (Kurowski)

Kurowski reported that during the breakout Gehrman Rottier talked in more depth about the UW-Stevens Point strategic plan and where Alumni Affairs plays a key role in the Playbook. New scholarship opportunities and possible display of past Distinguished Alumnus award winners across the UWSP campus.

The committee discussed Lowering Lifetime Award criteria to 30 years from graduation or 50 years of age or older.

Plans for the new display of Distinguished Alumnus award winners is moving forward. Design options have been reviewed by the Awards Committee and input on top choices was given. This project will now move to administration for forward movement.

Communications Committee: (Bergeron)

Thrive is a new electronic publication from UWSP Advancement. Dedicated writers and editors will feature three main alumni and student impact stories. This publication will be sent out periodically over the course of the next few years. The Connecting Point is seeing continual use and active growth every month. The Alumni Directory project contract has been signed and marketing materials are being put together by the contracted company. First materials will be mailed or emailed spring of 2014. The Alumni Ambassador project will have new talking point cards handed out at the spring Board of Directors meeting. The alumni magazine is still being looked at with in the Thriving Communities Capital Campaign. Julie Smith, Capital Campaign manager is working on a marketing/communication plan for all campaign publications. Social media continues to grow at a rapid pace. We are reaching over 3,000 people weekly on Facebook. Our Twitter page is being run by a student social media intern, Abby Lipp. LinkedIn has over 4,000 members in the UWSP Alumni group.

Program Support Committee: (Graening)

Discussed board member challenge, Winslow had the idea to tie into annual fundraising goal Reviewed 2014 trip selection and discussed promotion. Update on Harris project, contract signed and the company is working on marketing materials with a send out date of spring 2014. Discussed the continuation to pursue the University Store vs. Amazon, Peter will research Amazon regulatory requirements. The Sentry Insurances partnership has been closed. Grad Med is a program that may be dropped as a partnership. US Bank Estimated break-even date is

2018. It is estimated that we will see about \$11,000 cash after we break-even pending our renewal deal. Diploma Frames discussed whole sale prices. Purchasing a lot of the frames at one time and then selling them on the day of Commencement. Committee discussed what programs are worth keeping and which ones should be terminated.

Stewardship Committee: (Moore)

The group is working on targeting more groups to send hand written thank-you cards. Discussed plans for 2014 Spring Thanks-A-Brunch event. The group also discussed special gifts for those who have volunteer for milestone years (5, 10, 25, 40). Next round of thank you cards will be mailed to committee members early 2014. Next meeting will take place over the phone in February or March.

Nominating Committee: (Hardin)

Reviewed board members whose terms are up in 2015 for renewal. Looked at nominees for spring board meeting based on how many retirements there were. Presented the new candidates. Reviewed volunteer mentor program with new alumni board members. Encouraged board to nominate qualified candidates for new board positions. Abby Bergeron spoke with two prospects who are both very interested in becoming a part of the board. Paperwork and meetings are being scheduled in October.

Executive Committee: (Winslow)

Friday, April 11, 2014 will be the date for the spring 2014 Alumni Board meeting. This date was chosen to coincide with Trivia and Gehrman Rottier will see if we can get a Friday night phone shift for the Alumni Board of Directors. Gehrman Rottier will send new proposed language for constitution Executive Committee structure out with fall meeting minutes for entire Board review so we can vote in the spring. The group feels engagement is high within the Alumni Board right now and we want to continue this feeling. With a lot of new Board members coming on and more in sight, we want to ensure our new Board members bond with us quickly and stay committed to attending meetings and taking on different roles. Winslow and Gehrman Rottier shared the updates regarding the Strategic plan as it moves forward into action items, being called the playbook. Right now the Alumni Office has two playbook projects being worked on as part of the Advancement unit.

The first is an Alumni Generations Scholarship, made possible by an estate gift from the Barrows family. Al Barrows was a long time member of the UWSP Alumni Board and left a generous gift to us in his will. Gehrman Rottier shared the Charter and application for feedback. The Executive committee made a few suggestions and minor edits. Gehrman Rottier will move forward on getting the charter signed, the Alumni Board will form a Scholarship committee and we will move forward with this project. The group expressed gratitude for the Barrows family making this possible and looks forward to being able to make a significant and positive impact on current students through this scholarship. The second playbook project in the works is a continuation of the replacement project started for the Distinguished Alumnus display outside the Alumni Room.

Student Alumni Officers (Lindsay)

PRSSA is the test student organization this semester for the new alumni officer program. Abby is working with Professor Jim Haney and PRSSA's president Rebecca Vollmer. Beginning next month PRSSA will adopt and utilize AMP (Alumni Mentoring Program), Take a Pointer to work day, and Interview with a Pointer. They will communicate with the Alumni Affairs Office when alumni present or interact with their student organization. Lastly, they will formulate a new alumni position within their executive team. Once the semester is complete, Abby will touch base and see how this experience went. She will also coach the organization during this process. Future plans include Abby working with the previous SAA students to recruit more student organizations to adopt this process and programs. The hope is to have a student alumni representative in each student organization at UWSP. Those students will then make up a Student Alumni Association in the future.

Student Government Association (Specht and Boardman)

[Click here to view presentation.](#)

New Business

During the Executive Committee meeting, the current fiscal year was discussed. The Exec Committee decided to extend to a calendar year instead of a June 30-July 1 year to fall in line with the peoples giving habits on a yearly basis. The fiscal year we are in right now will end December 31 and we will start over on January 1. It is worth noting that this will make our current fiscal year look bigger than other fiscal years.

Old Business

Adjournment at 5:15 p.m. (Bruha, Hardin, Richmond)

2014 Spring meeting Friday, April 11, 2014

Respectfully submitted,
Abby Bergeron